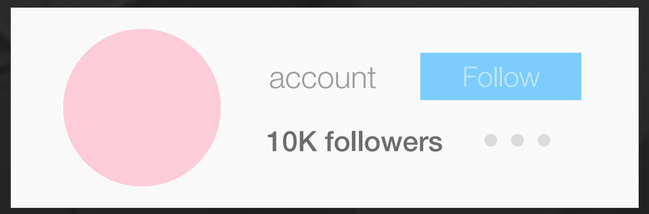
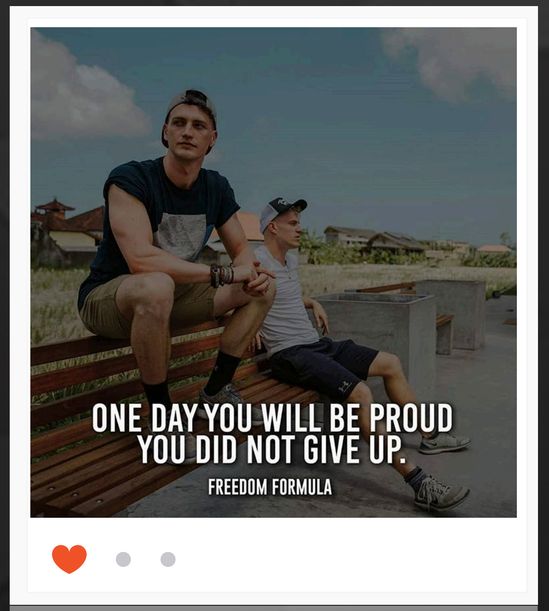
CONTENT STACKING

We can use “*content stacking*” to **double** our initial reach to our followers on a new post.



Account with 10K followers

+



Regular photo post

=

1000

Views

Remember that photos are the **lowest engagement** type of content

	PHOTO	VIDEO	STORY
Easy to create	✓	X	✓
High engagement	X	✓	✓

However we can leverage our **story** or our **live instagram** features to double the engagement we get during the micro testing phase.

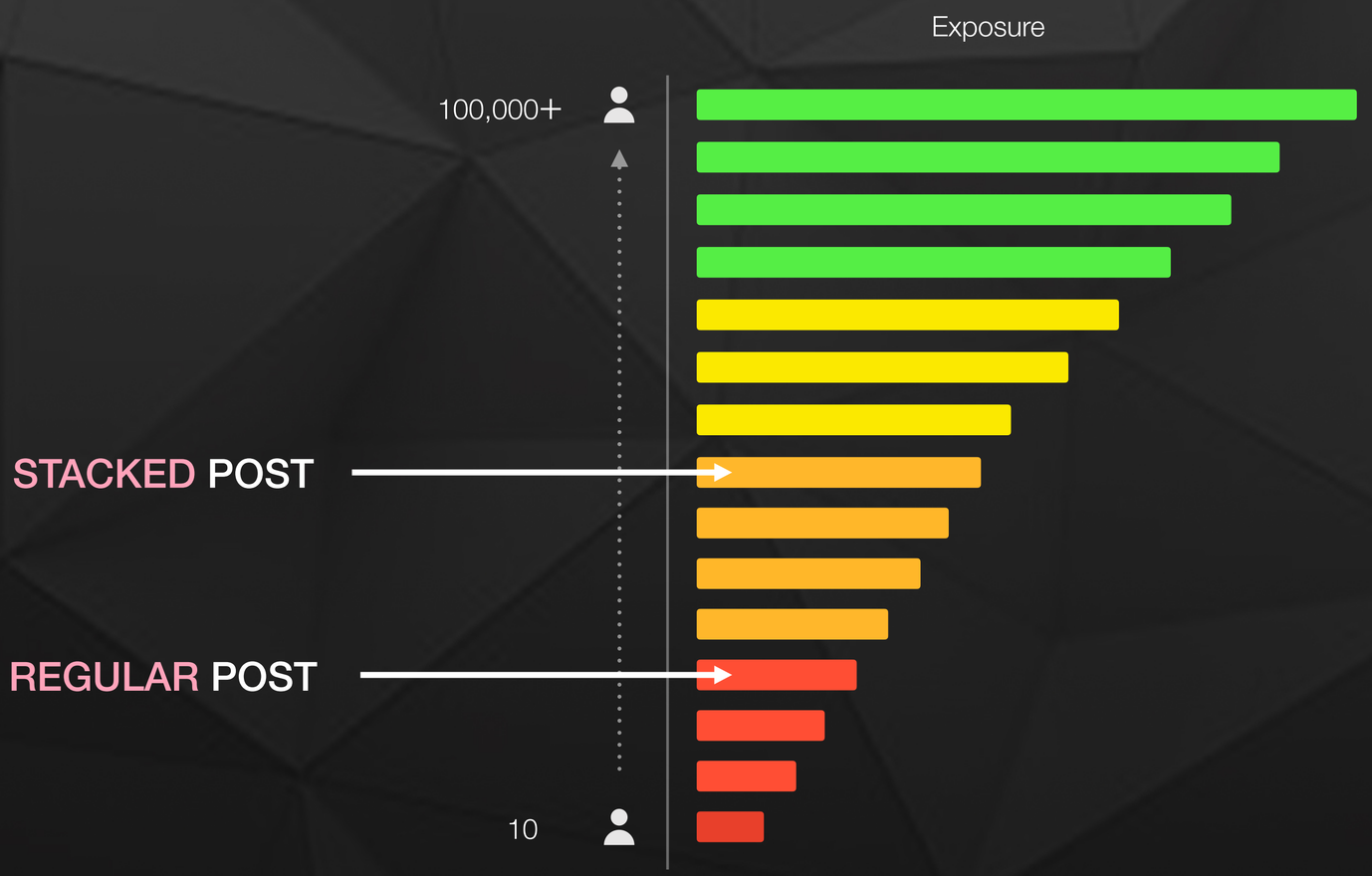
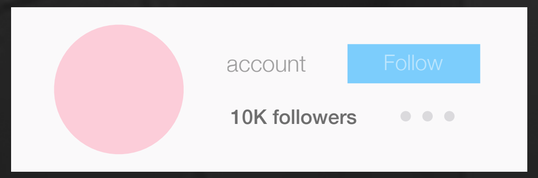


	PHOTO	VIDEO	STORY	LIVE
Easy to create	✓	X	✓	✓
High engagement	X	✓	✓	✓

Regular photo post

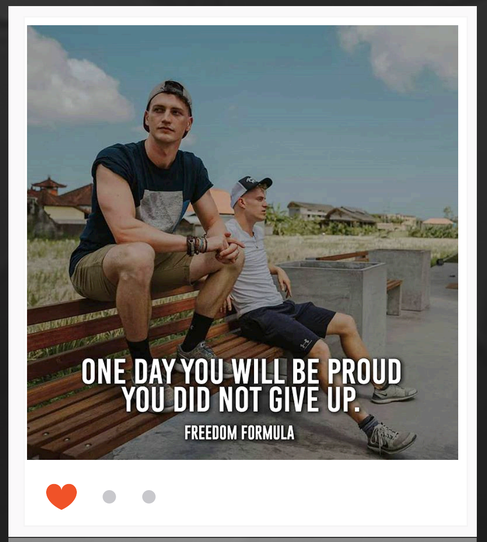
+

Story/LIVE
curiosity post



Account with 10K followers

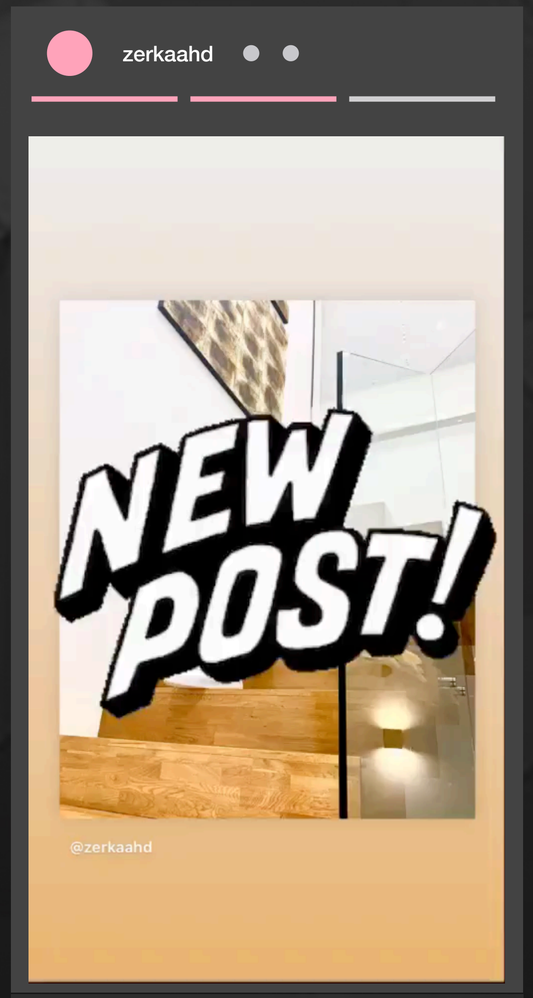
+



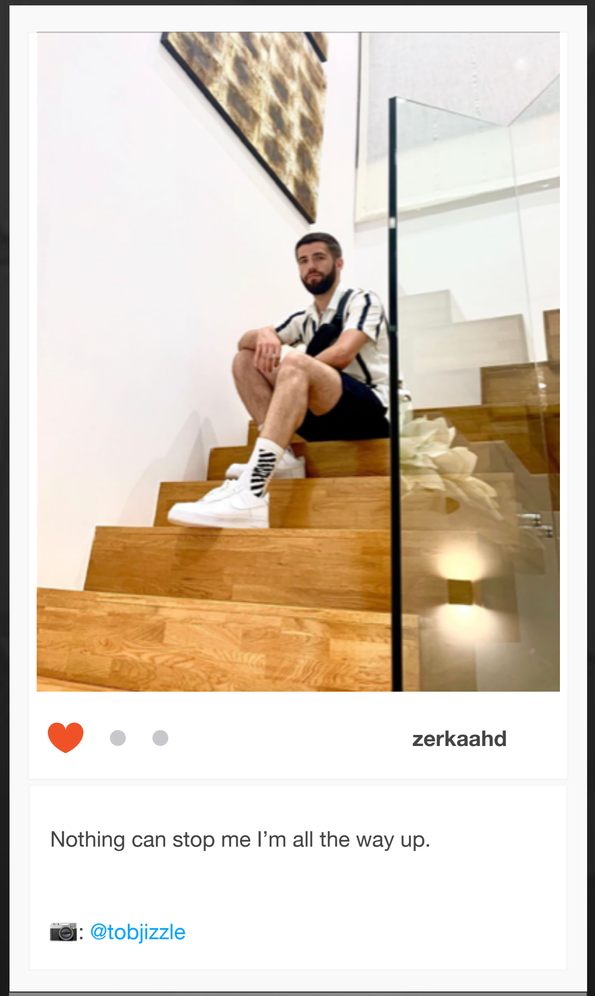
=

2000

Views

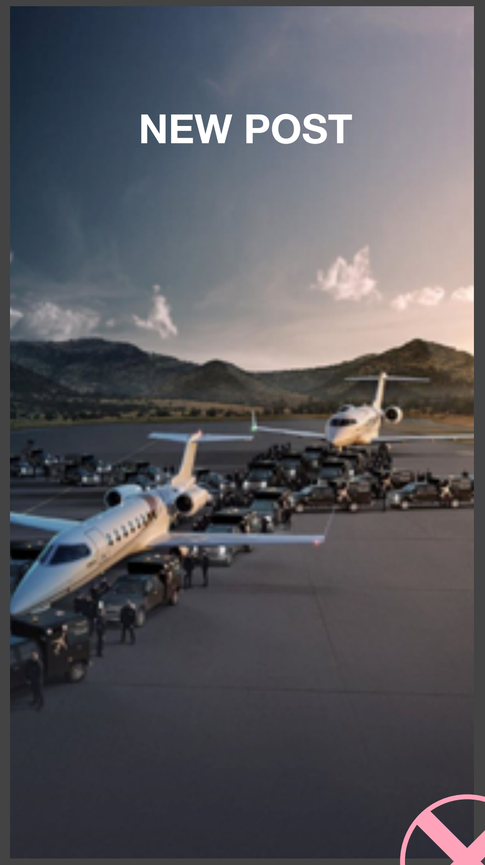

zerkaahd
NEW POST!
@zerkaahd

+

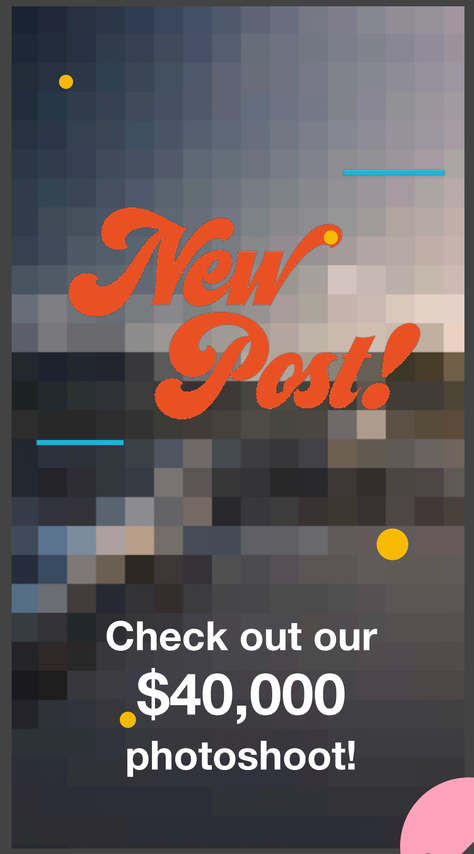

zerkaahd
Nothing can stop me I’m all the way up.
📷: @tobjizzle

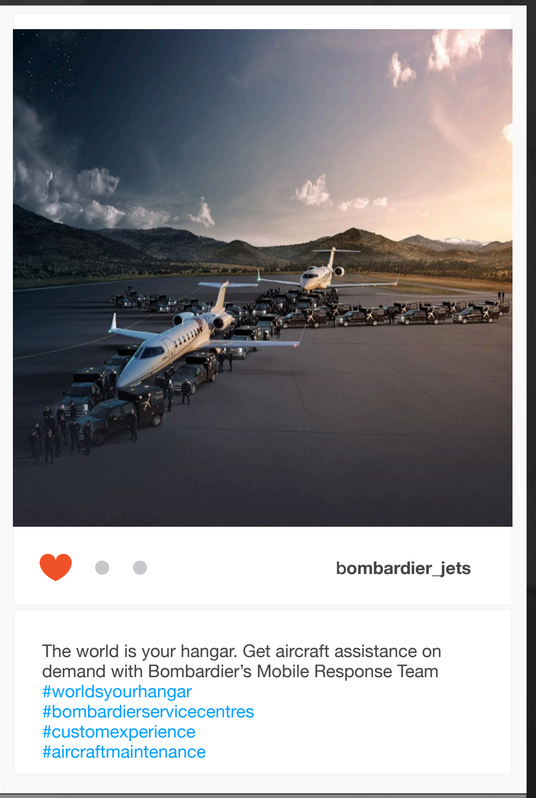
Make sure you create **curiosity** in your LIVE / Story post

bombardier_jet



bombardier_jet





bombardier_jets

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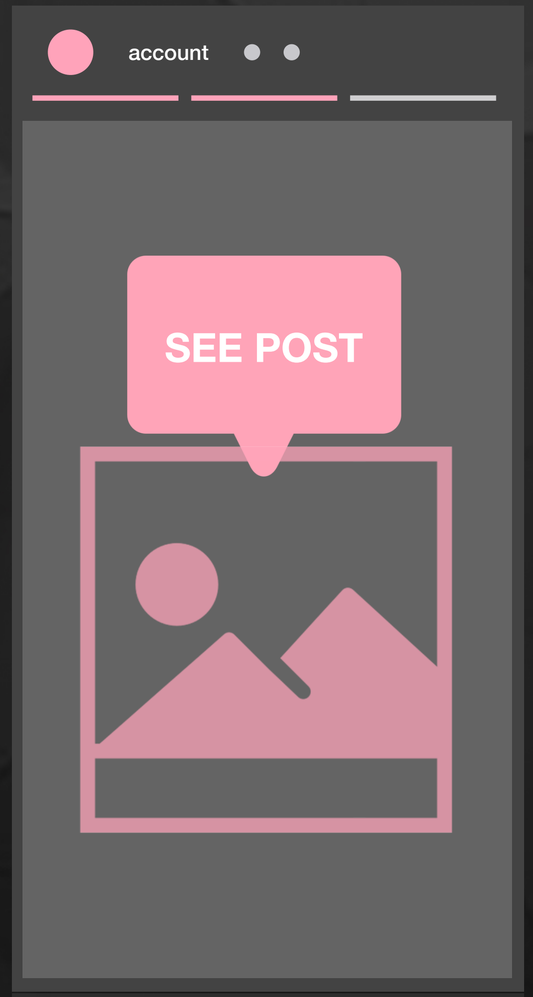
LIVE

Save for **special** posts (1 in 5)

Talk to the camera for 60 seconds and tell **them about your post**

Have a hand written **CTA** with music for 60 seconds

You can **tag** your post in the story



Stack content in the first 60 minutes